A3350-1

Home Appliance NewsLine

An AHAM Bulletin to Editors

FOR IMMEDIATE RELEASE
December 17, 1991

CONTACT: Mary Gillespie
312/984-5822, or
Craig Schulz
312/984-5825

MAJOR HOME APPLIANCE SHIPMENTS SOAR IN NOVEMBER

CHICAGO -- November shipments of major home appliances increased 7.9 percent in November, registering the first monthly gain since July 1990 and the largest monthly advance since March 1989, reports the Association of Home Appliance Manufacturers (AHAM).

While November shipments surpassed 3.4 million units and year-to-date totals exceeded 40 million units, the first 11 months of this year were down 5.9 percent from the same period a year ago.

Ten of the twelve product categories contributed to November's advance by surpassing their November, 1990 levels. Three merit special mention:

* Gas ranges (225,600 units) achieved a new November high, and electric ranges (294,700 units) reached their second-best November level.
* Freezers (106,400 units) had their best November shipment in 15 years.

Although room air conditioner shipments advanced significantly, their level was below the November average for the product.

While November's numbers are encouraging, AHAM points out that the figures benefited from comparison to the depressed November shipments of one year ago when Middle East hostilities were intensifying.

With just one month left to year-end, it appears that the industry will be very close to the 1991 forecast of 43.3 million units.

# # #

MAJOR HOME APPLIANCE INDUSTRY SHIPMENTS*, THOUSANDS OF UNITS
November, 1991

	NOVEMBER			CALENDAR YEAR TO DATE		
	1991	1990	% Change	1991	1990	% Change
ALL MAJOR APPLIANCES**	**3,476.5**	**3,223.0**	**7.9%**	**40,040.7**	**42,563.4**	**-5.9%**
COOKING - TOTAL	**1,366.6**	**1,273.8**	**7.3%**	**11,666.5**	**12,732.8**	**-8.4%**
ELECTRIC RANGES - TOTAL	294.7	286.5	2.9%	3,026.4	3,180.8	-4.9%
Free Standing	207.0	199.0	4.0%	2,133.5	2,178.1	-2.0%
Built-In	50.5	54.2	-6.8%	518.7	583.5	-11.1%
Surface Cooking Units	37.2	33.3	11.7%	374.2	419.2	-10.7%
GAS RANGES - TOTAL	225.6	204.9	10.1%	2,185.9	2,242.0	-2.5%
Free Standing	190.7	176.3	8.2%	1,859.1	1,902.2	-2.3%
Built-In	9.1	9.6	-5.2%	83.1	97.6	-14.9%
Surface Cooking Units	25.8	19.0	35.8%	243.7	242.2	0.6%
MICROWAVE OVENS/RANGES***	854.0	792.1	7.8%	6,538.3	7,438.3	-12.1%
HOME LAUNDRY - TOTAL	**857.5**	**784.4**	**9.3%**	**9,682.1**	**9,776.2**	**-1.0%**
AUTOMATIC WASHERS	484.7	445.7	8.8%	5,728.7	5,774.8	-0.8%
DRYERS - TOTAL	372.8	338.7	10.1%	3,953.4	4,001.3	-1.2%
Electric	281.7	256.9	9.7%	3,026.1	3,076.8	-1.6%
Gas	91.1	81.9	11.2%	927.3	924.6	0.3%
KITCHEN CLEAN UP - TOTAL	**596.1**	**556.3**	**7.2%**	**7,056.0**	**7,408.6**	**-4.8%**
DISPOSERS	279.5	265.0	5.5%	3,663.3	3,875.2	-5.5%
DISHWASHERS - TOTAL	306.2	279.9	9.4%	3,275.2	3,361.3	-2.6%
Built-In	285.6	259.6	10.0%	3,085.7	3,165.0	-2.5%
Portable	20.5	20.3	1.0%	189.5	196.3	-3.5%
COMPACTORS	10.5	11.4	-7.9%	117.5	172.1	-31.7%
FOOD PRESERVATION - TOTAL	**619.6**	**591.6**	**4.7%**	**8,069.7**	**7,846.7**	**2.8%**
REFRIGERATORS	513.1	494.5	3.8%	6,781.0	6,650.7	2.0%
FREEZERS - TOTAL	106.4	97.0	9.7%	1,288.7	1,196.0	7.8%
Chest	59.3	53.1	11.7%	720.9	666.8	8.1%
Upright	47.1	44.0	7.0%	567.8	529.2	7.3%
HOME COMFORT - TOTAL	**36.7**	**17.0**	**115.9%**	**3,566.3**	**4,799.2**	**-25.7%**
ROOM AIR CONDITIONERS	31.4	10.2	207.8%	2,730.9	4,068.3	-32.9%
DEHUMIDIFIERS	5.3	6.7	-20.9%	835.5	730.9	14.3%

* Includes shipments for the U.S. market whether imported or domestically produced, and export shipments
** Numbers do not add because of overlapping product categories.
*** Includes microwave ovens and combination microwave ovens/ranges.